

Fig. in USD & unit in Million

Profit and Loss Performance Analysis

Years

2018

2019

2020

2021

2022Est

Line Item	2020	Last Year	PNL YoY change	PNL YoY change %
▲				
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	190.70	70.78	119.92	169.43
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Exp	101.71	43.43	58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68

YTD

YTG

market	Profit & Loss Values	PNL YoY change %
▲		
⊕ Australia	13.90	193.45
⊕ Austria	0.13	0.00
⊕ Bangladesh	2.94	396.54
⊕ Brazil	1.05	100.88
⊕ Canada	15.87	171.27
⊕ Chile	0.09	0.00
⊕ China	7.02	302.72
⊕ Columbia	0.02	0.00
⊕ France	10.74	97.56
⊕ Germany	6.71	92.09
⊕ India	64.73	71.40
⊕ Indonesia	8.08	161.70
⊕ Italy	6.30	61.66
⊕ Japan	2.46	0.00
⊕ Mexico	0.84	176.57
⊕ Netherlands	5.34	1,640.86
⊕ Newzealand	2.90	0.00
⊕ Norway	3.59	0.00
⊕ Pakistan	6.12	625.22
Total	267.98	140.61

Performance by Quarter

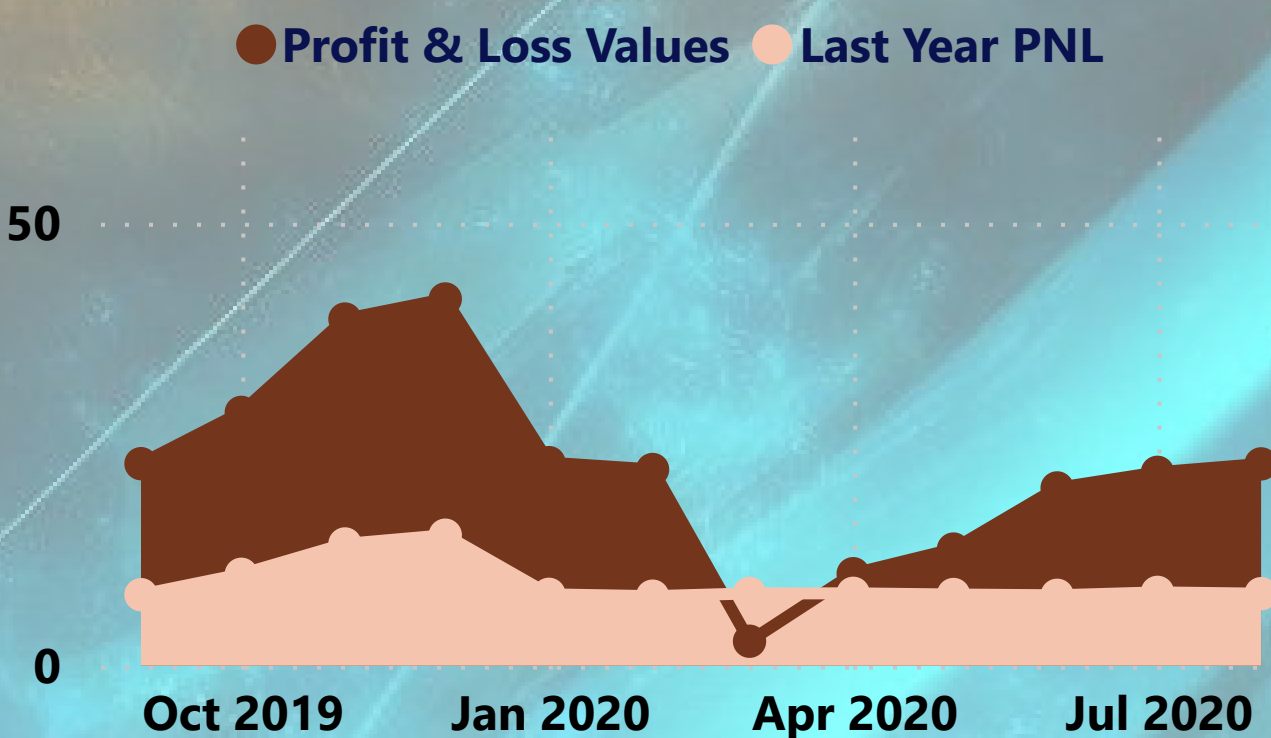
Q1

Q2

Q3

Q4

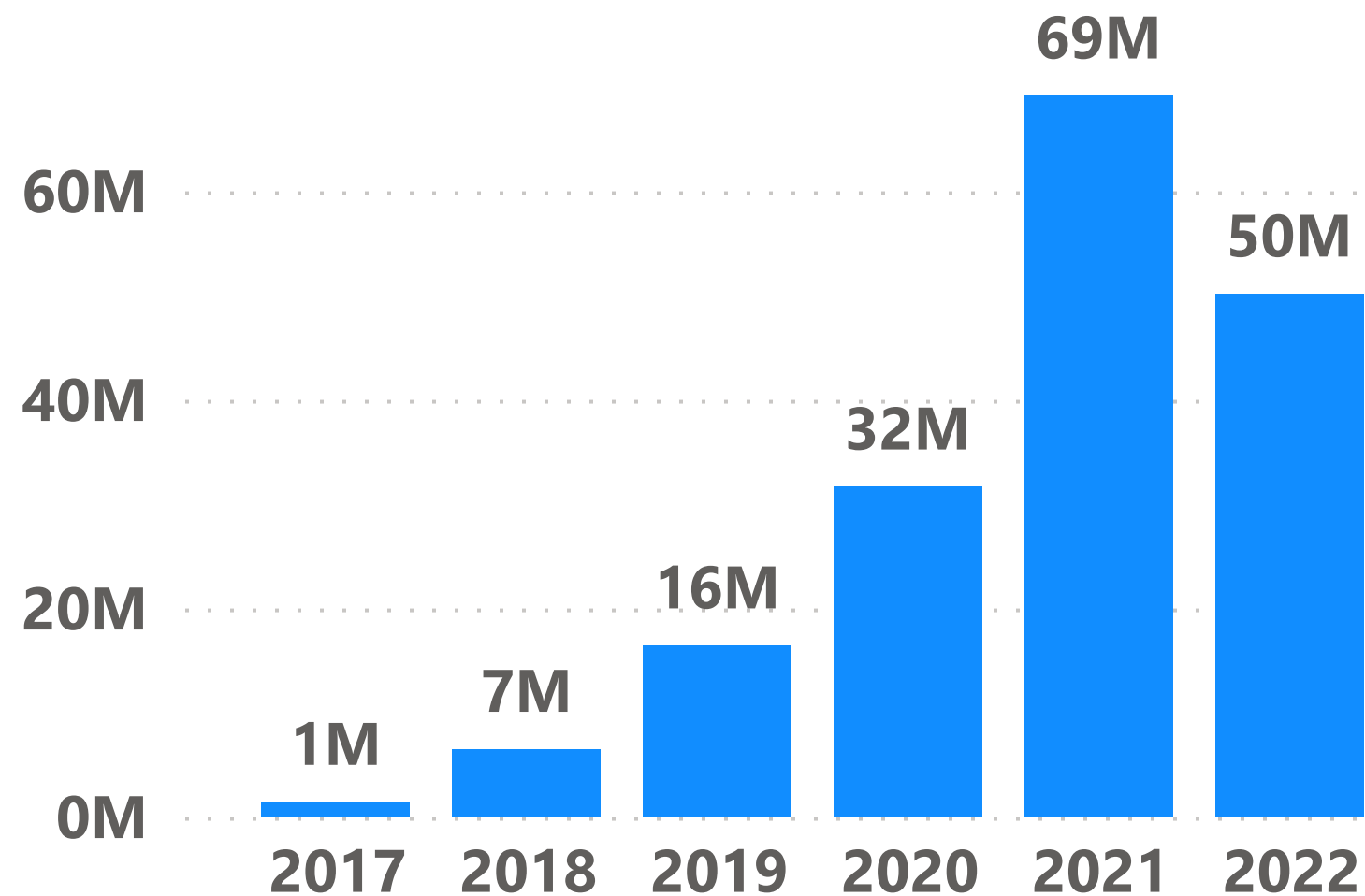
Net SalesPerformance Over Time



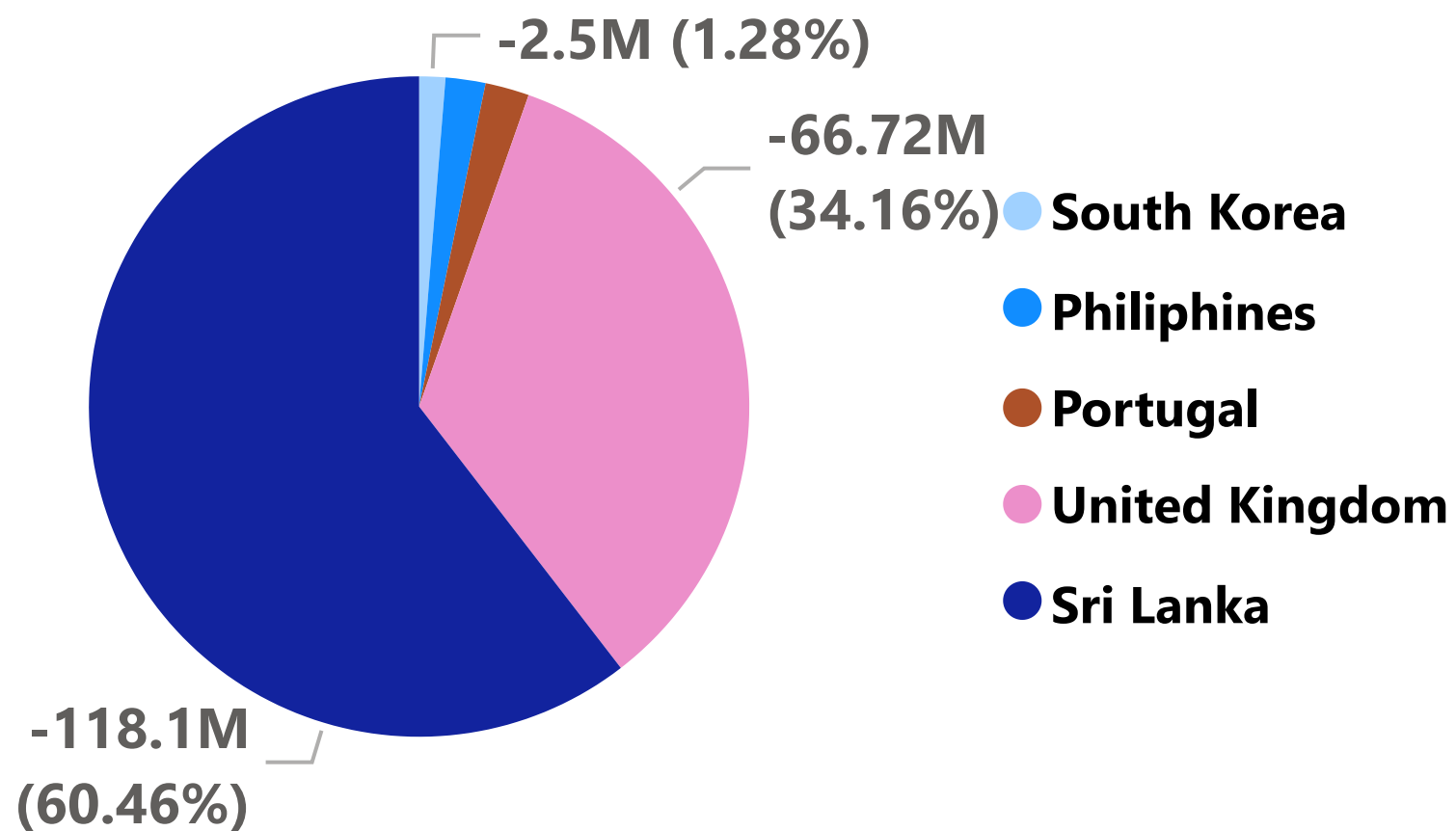
segment	Profit & Loss Values	PNL YoY change %
⊖ Accessories	66.23	136.21
⊕ Batteries	0.35	0.00
⊕ Keyboard	41.37	136.87
⊕ Mouse	24.51	131.82
⊖ Desktop	0.95	0.00
⊕ Personal Desktop	0.95	0.00
Total	267.98	140.61

Key Performance Indicator

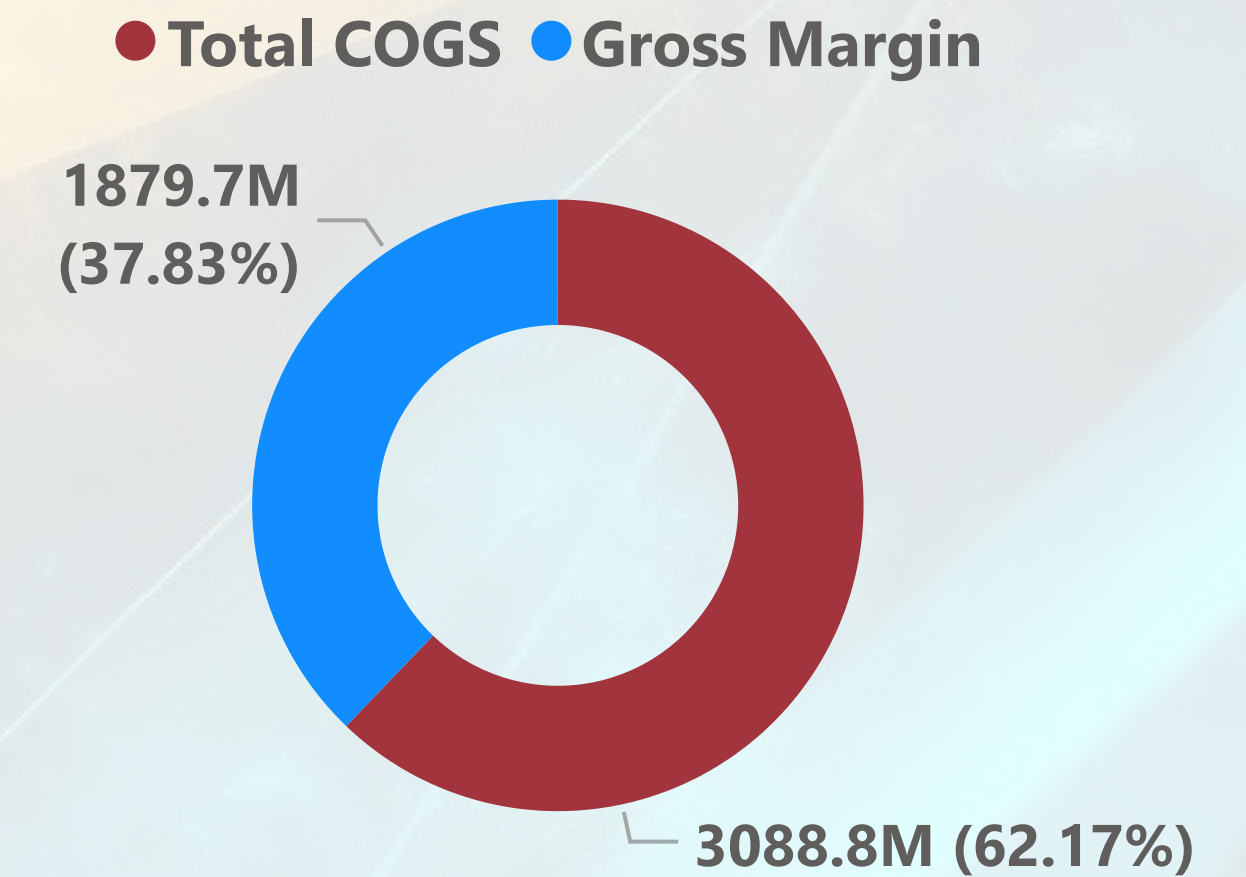
Quantity Sold By Year



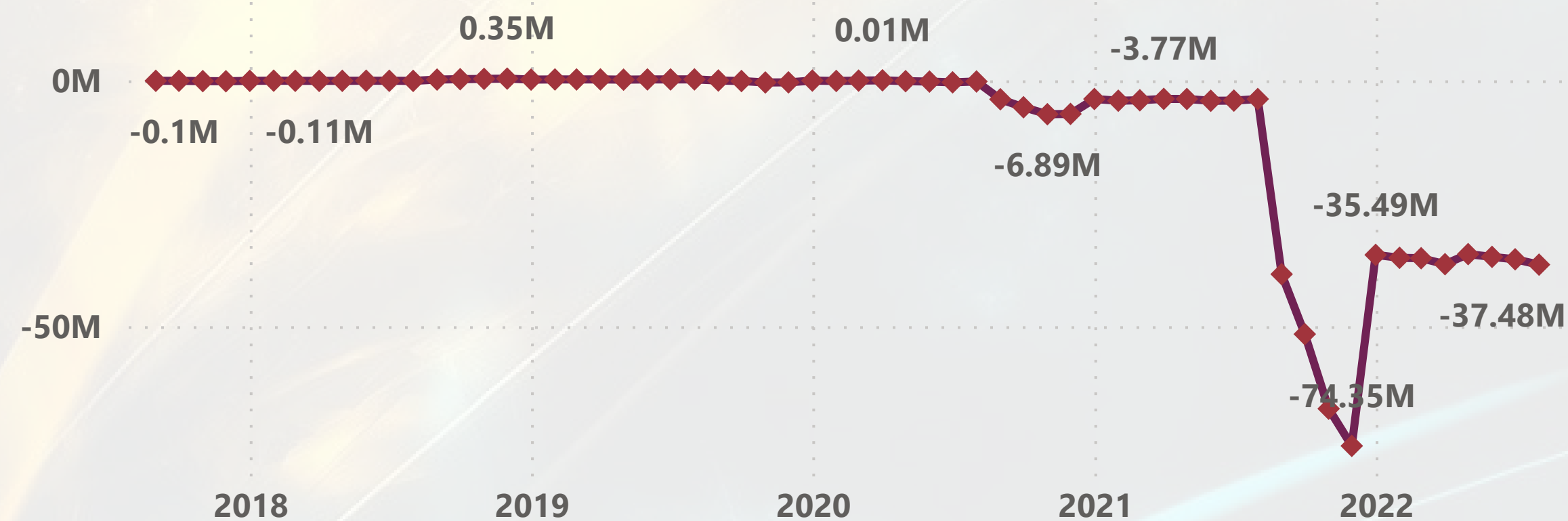
Top 5 Losing Market



Total Cost of Goods Sold vs Gross Margin



Net Profit Over the Year



Other Operational Expenses Over the Year

